

Sidchrome in store display board (circa 1954 Siddons lock and Tool Co)



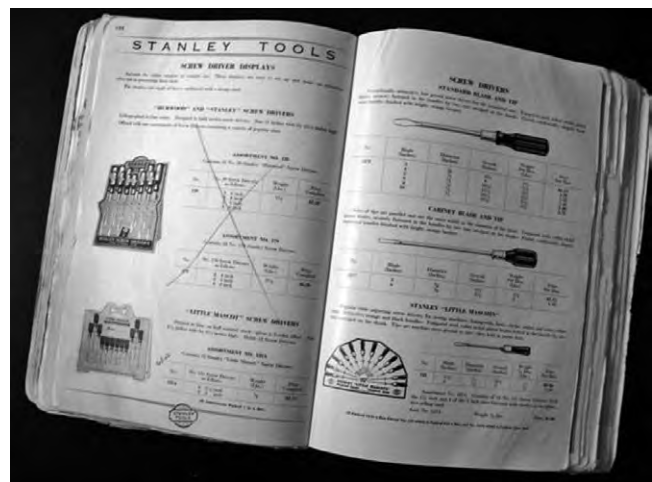
Various Stanley "Powerlock" Rule promotion items.



A desk top sample of an extruded level

We all know that a hands on experience is better than a thousand words and this was recognised no more so than hand tool manufacturers throughout time.

Even before store displays were introduced Catalogues and brochures were issued brimming full with line drawings, photographs, dimensions, part numbers and above all prices. Written communication between the manufacturer and user was regularly employed.



Leather bound catalogue used by the first Stanley salesman in Australia – note the Store display deletion

Many other forms of advertising were adopted as time passed, some of these included: Railway Advertising, Radio, Television, Promotion of sporting events and many others.